

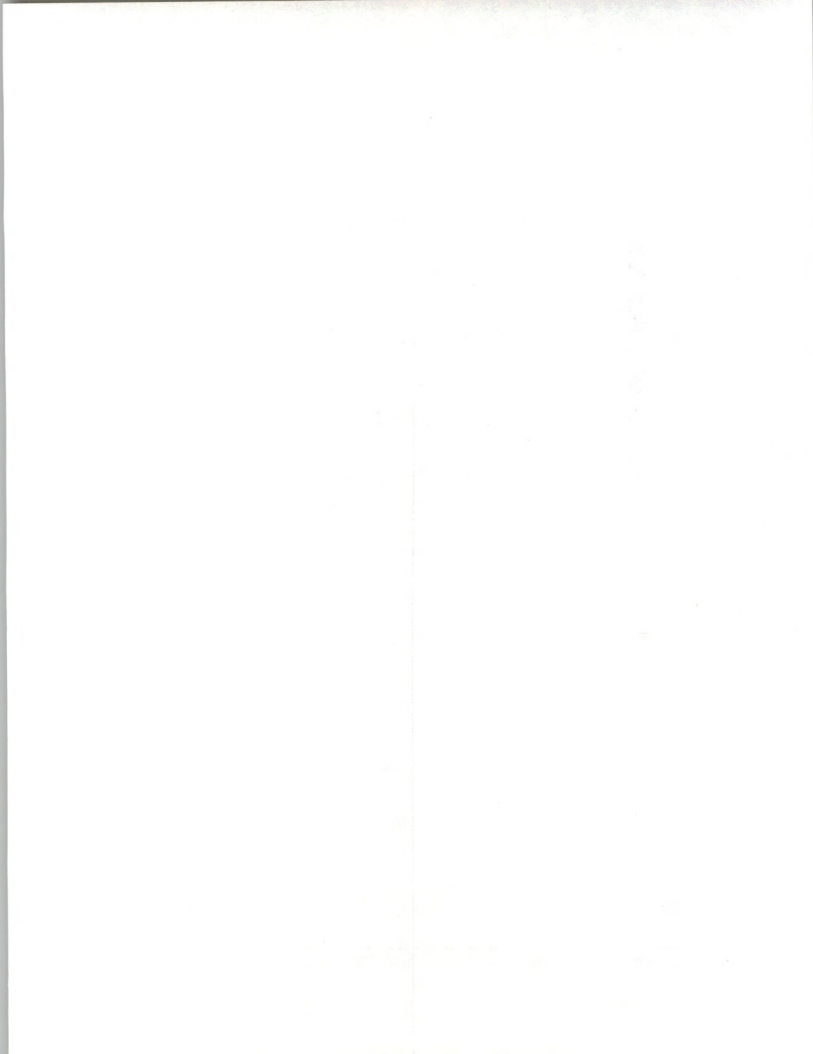
**Assessment of the
Market Acceptance
of a Terminal Manager**

**Report to
Drexel Burnham Lambert, Inc.**

August, 1988

INPUT[®]

Parsippany Place Corporate Center, Route 46 East, Suite 201, Parsippany, NJ 07054 201-299-6999



CONTENTS

- I. Introduction - The Situation
- II. Methodology
- III. Key Conclusions
- IV. Summary of Respondents' Attitudes
 - Courier Customers
 - Discussions with Competitors' Field Salesmen
- V. Detailed Respondents' Attitudes
 - Courier Customer
 - Customer Respondents
 - Detailed Responses
 - Discussions with Competitors' Field Salesmen
 - Customer Respondents
 - Detailed Responses
- Appendix - Questionnaires



I. INTRODUCTION - THE SITUATION

Drexel Burnham Lambert, Inc. may become involved in a business arrangement with Courier.

INPUT has been asked to assist by interviewing Courier's customers and competitors, in order to evaluate the market acceptance of Courier products and service.

This presentation/bullet report is in response to that request.



II. METHODOLOGY

Interview customers of Courier to determine their attitudes toward:

- Satisfaction with the present product.
- Satisfaction with Courier in general.
- Satisfaction with the field service force.
- Future plans to buy more of the same terminals they already have.
- Willingness to buy other equipment from Courier.
- Opinion of the new product line.

Interview the Field Sales force of competitors

- Opinion of Courier products, service, and Courier as a company.
- Opinion of how hard it is to compete against Courier.
- Competition from PCs as terminals.

Information displayed and analyzed in increasing detail.



III. KEY CONCLUSIONS

Courier's key accounts have a large number of terminals installed (500 to 6,000). They are very satisfied. They like:

- The equipment they have installed.
- To deal with Courier.
- Field service provided by Courier.

These key accounts:

- Will use the same type of terminals they have installed (dumb terminals) to expand their network.
 - However, a minority are moving to intelligent terminals for future networks.
- Would buy other equipment from Courier because of their present satisfaction with Courier.
 - Thus, if they needed such a product they would buy Courier's new intelligent terminal product line.
- A few of the key accounts were asked about their familiarity with and interest in buying the new terminals. Of the ones we spoke to:
 - Half were familiar with the new product.
 - Half who were familiar with the new product, or had it described to them, would buy it.



Of the competitors' field salesmen INPUT talked to:

- About half were not familiar with Courier and had not run up against them in competition.
 - This is a function of sales coverage and company size.
- Two-thirds of the competitors' salespeople that were familiar with Courier, respected the company.
 - This speaks well of Courier, considering the competitiveness of the terminal marketplace.

Competitors consider the terminal market:

- Moving to intelligent terminals.
- Flat in growth.

Overall:

- Courier is well-liked by its key accounts.
- Courier is generally respected by its competition.
- The terminal marketplace is moving toward intelligent terminals.



IV. SUMMARY OF RESPONDENTS' ATTITUDES

Courier Customers

- Talked to 25 customers
- From a list of 33 names
- Names provided by Courier
- People had senior titles (sufficient to be knowledgeable about the topic).
 - Specific titles in Chapter V
- Respondents familiar with Courier and the use of its terminals.



How satisfied are you with Courier as a company to deal with?

This question was to determine if these key customers wanted to keep doing business with Courier.

Satisfaction with the sales force:

- Everyone was satisfied; the great majority, very satisfied.

Satisfaction with the company in general:

- 23 are satisfied or very satisfied.
- Two have problems (field service, software).

Satisfaction with delivery:

- Everyone is satisfied; on time or better.



Do you use Courier terminals as part of one of your networks?

- All used Courier.
- 22 for a network application.
- Three to mainframe or in remote offices.
- We spoke to senior people.

Approximately how many terminals do you have connected?

- From 22 to more than 6,000.
- Mostly 9000 series, some 1700.
- 16 respondents had over 500 terminals each.
- These are major Courier accounts.

How satisfied are you with the terminals you are using?

- 18 very or extremely satisfied.
- Five satisfied.
- One not satisfied (208 terminals installed).
- The people we interviewed form a highly satisfied customer base (names supplied by Courier).



Does the Courier field service force maintain your terminals?

- 21 yes.
- Five do in-house maintenance.
- Note: No one goes to competitors to maintain Courier terminals.

If the Courier field service force does maintain your terminals, how satisfied are you with the service?

- Only one respondent said field service was inadequate, and he is not using them.

If the Courier field service force does maintain your terminals, do you intend to continue using them?

- Except for two competitive bids (where Courier is included), all respondents intend to keep using Courier for service.

In summary, these key customers are very satisfied with the Courier field service force, and will continue to use them.



**Do you intend to purchase more of the same or similar terminals from Courier?
Why or why not?**

- 17 Yes.
- Others will competitive bid (but they still like Courier).
- One that does not like Courier "is stuck with them."

If not, do you intend to purchase more of a similar terminal from a competitor?

- None of these respondents is dropping Courier for a competitor.
- However, they will competitively bid.



What type of terminals do you intend to use on any new networks? Intelligent terminals? Dumb terminals? Intend to use PCs for terminals?

- 12 staying with dumb terminals.
- Five PCs and five intelligent terminals.
- Others not sure, or will have a mixture of PCs, intelligent terminals, and dumb terminals.

The significance is that half of Courier's largest and most satisfied customers are considering terminals other than dumb terminals for new networks.

Does your trend of terminal usage move toward or away from the Courier product line?

- 11 toward.
- Others don't know, or consider their trend as moving away from the Courier product line, considering their needs for future networks.

As revealed in the previous question, dumb terminals are losing their share of networks in these key accounts.



Based upon your overall experience in dealing with Courier, would you buy other equipment from them?

- 20 would, because they are satisfied with the way they are treated and with the product.
- Others depend upon the competitive situation and the specific products.
- One respondent, who is not satisfied, will do so if he has to, but prefers not to buy from Courier.

Courier has an excellent reputation among its key accounts, and they will strongly consider buying new products from Courier.



To further investigate the new products Courier has introduced that combine terminal and PC capabilities, we called back all of the respondents.

- Nine were available for comment.
- It should be realized that these respondents (key accounts) became key accounts because they needed the old Courier product line.
 - They are not representative of the general population of terminal users.
- These comments are to get a feel for customer interest. They should not be considered as representative of the market.

Are respondents familiar with the new Courier products that combine capabilities of terminals and PCs?

- Half were familiar. Of these, some liked them, some felt that the products were ideal, and some felt that they don't need PC capability, or that the products would not work well with LANs.
- Of the people who were not familiar with the new product line, but were asked about combining the capabilities of a PC and a terminal, half found it a good idea and the other half felt no need to do so.



For those who have heard of the new product or have had it explained to them, do they intend to purchase them?

- Half think so.
- The other half don't need the new capability.

Any other comments about these products?

- Mostly, they think it's a good idea.
- One wants more information.
- Another does not need it.

It seems that these customers like the idea of these new Courier products, if they have the need for extra capability. Over half seem to have such a need.

- The others just don't need the extra capability.



Discussions with Competitors' Field Salesmen

To obtain another view of the market acceptance of Courier, INPUT interviewed 18 field salesmen from competitors.

- Lee Data salesmen were asked about Courier and Memorex/Telex.
- Memorex/Telex salesmen were asked about Courier and Lee Data.

Field salesmen hear about their competitors from customers and must find ways to compete.

- Their view of the immediate marketplace is quite good.
- They were called under the cover story that we are doing a competitive analysis of the terminal marketplace.

Only the results of comments about Courier will be summarized here, but all comments are in the detail section.

Titles and regions of the salesmen are included in the detail section.

Identifying numbers are constant throughout all exhibits.



What do you think about the features and quality of terminal products delivered by Courier?

- Effective or strong competitors: two respondents.
- Fair, nothing bad: five respondents.
- Junk, bad opinion: two respondents.
- Not familiar enough to comment, don't run across them: six respondents.

A pattern of a company with a product that cannot easily be criticized, but with a market coverage which is only fair.

How hard is it to sell against Courier?

- Statements which show Courier is an average or harder company to compete against: eight respondents (often because of price).
- Statements which show that Courier is easy to compete against: four respondents.

From salesmen in other companies, the conclusion is that Courier is not a "pushover." This is an extremely significant statement.

How good is the field service force of Courier?

- Adequate, good; generally positive comments: nine respondents.
- Negative comments: two respondents.
- Others don't know.

What is your opinion of how these companies do business (integrity, keep schedules, etc.)?

- Positive comments: six respondents.
- Negative comments: two respondents.

This is the picture of a company that is well respected. Not an IBM, but certainly positive.



In general, what do you think of the terminal market?

- Strong growth: two respondents.
- Slow growth: two respondents.
- Stay relatively flat: five respondents.
- Shrink: one respondent.
- Move to intelligent terminals or PCs: seven respondents.

Considering that these comments are from salesmen who are naturally optimistic, they point to a flat market moving strongly to intelligent terminals.

**What do you think will happen to these terminal vendors in the next few years?
(Responses for Courier only.)**

- Positive predictions: nine respondents.
- Negative predictions: three respondents.

Again, from its competitors, Courier is given a positive image; and the overall market opinion of Courier is more positive than negative.

Do you feel that competition from PCs used as terminals is significant now and/or will be in the future? How do you handle it?

- Feel that competition from PCs is significant: 16 respondents.
- Always need dumb terminals: one respondent.



V. DETAILED RESPONDENTS' ATTITUDES
COURIER CUSTOMERS
CUSTOMER RESPONDENTS

<u>NO.</u>	<u>TITLE</u>	<u>STATE</u>
1.	Manager, Purchasing & Contracts	Pennsylvania
2.	Computer Operations Manager	Washington
3.	Director of Systems Engineering	Wisconsin
4.	Director of Purchasing	Kentucky
5.	Director of Systems & Telecommunications	Massachusetts
6.	Purchasing Agent	New Jersey
7.	Vice President & Controller	South Carolina
8.	Manager, Telecommunication Control	New York
9.	Manager, MIS	Arizona
10.	Manager of Host Hardware Support	Texas
11.	Purchasing Agent	Illinois
12.	Computer Operations Manager	Oregon



CUSTOMER RESPONDENTS

<u>NO.</u>	<u>TITLE</u>	<u>STATE</u>
13.	Hardware Acquisition Analyst	California
14.	Assistant Manager, Communication Systems	California
15.	Director of Administration	California
16.	Data Center Manager	Minnesota
17.	Executive Director, MIS	Florida
18.	Supervisor of Data Communication	Georgia
19.	Facilities Communication Administrator	Florida
20.	Assistant Director, Information Services	Texas
21.	Manager of IS Operations	Ohio
22.	Telecommunications Manager	California
23.	Manager, Technical Support	Florida
24.	Manager, Network & Equipment Services	Arizona
25.	Data Supervisor	Arizona



DETAILED RESPONSES

1) **Do you use Courier terminals as part of one of your networks?**

1. Yes.
2. Yes.
3. Yes, in several ways: 1) locally; 2) remote offices; 3) we resell with our software.
4. Yes.
5. Yes, for all of our networks.
6. Forty regional centers; no network; all locals are separate entities.
7. Yes.
8. Yes.
9. Yes.
10. Yes.
11. Yes.
12. Yes.



1) **Do you use Courier terminals as part of one of your networks?**

13. Yes.

14. Yes.

15. Yes.

16. Yes.

17. Yes.

18. Yes.

19. Yes; connected to mainframe, if that's considered a network.

20. Yes.

21. Yes.

22. Yes.

23. Yes.

24. Yes.

25. Yes.



1A) Approximately how many terminals do you have connected?

1. 924 #9216's model DLU color terminals.
2. 800, all #9000 series.
3. Close to 1,000; large majority are #9212; some #9236.
4. About 200; #1700 and #1778's.
5. 250 #3270 devices (network); 200 PCs
6. 1,038 #1778 C1's; 1,841 #1778 C2's; total 2,879
7. 21 dumb terminals. Not sure of model, could be #1778.
8. 20 ITT #9000's.
9. Over 2,000; #1700's replaced with the newer model, the #9000 series. Unsure of number.
10. 1,800 total. Most are #1778's; about 300 #2780; about 150 #9000 series.
11. 500 terminals; 211 dumb terminals; #9000 series.
12. 168 - #1778; 20 - #9210; 20 - #9216; 208 total.



1A) Approximately how many terminals do you have connected?

13. Estimate 3,500, #1700 and #2700's most common.
14. 4,016 at the end of July; adding more every day. Two types: #9210 and #1700.
15. Six controllers; 32 stations. #9216D (Hot key is a nice feature).
16. 185 #9216; 115 #9212, total 300. We just swapped our #1700's and #9230's.
17. 4,000 total; #9210's, #1700's.
18. 1,200 total. #2790, #1700, #1900, #9212, #9236, #9291.
19. 196 total; #9210, #9230.
20.

1,100	#1700
300	#2713
150	#9236
160	#9210
50	#2790
40	#9216
1,800	Total
21. 216 total. 130 #9320 CRT's; 40 #9420 printers, 8 #400 printers, 38 controllers.
22. In excess of 6,000. #C270's, #9000 series.
23. 6,000 throughout; model #9236.
24. 2,000 total; #9236, #9232, #9212, #1700, #2700, high noon product (several). We also have printers and controllers.
25. 4,000; #9210 and #1700.



2) How satisfied are you with the terminals you are using? Please discuss briefly.

1. Very satisfied.
2. Satisfied.
3. Extremely.
4. Very satisfied. We've been with Courier for about three years.
5. Very satisfied.
6. Very satisfied.
7. Very satisfied.
8. No complaints from our people. We had Telex before. Telex was dropping power, so we're very satisfied with ITT.
9. Very satisfied. Some problems with controllers.
10. Very satisfied with the terminals.
11. Very satisfied; we are purchasing new terminals.
12. On a scale of 1-10, about a 3. Keyboard problems, a lot of maintenance problems.



2) How satisfied are you with the terminals you are using? Please discuss briefly.

13. Very satisfied. Currently we're not purchasing, we're leasing. We're in the process of changing from a lease to a purchase contract.
14. Very satisfied.
15. New terminals recently; six months ago. Satisfied with the product.
16. Very satisfied.
17. Very satisfied; 100%.
18. Very satisfied.
19. Very satisfied.
20. Everything is all right.
21. Very satisfied.
22. They meet our needs.
23. For the function they perform, we're satisfied.
24. Very satisfied.
25. Moderate.



3) **How satisfied are you with Courier as a company to deal with?**

Sales force:

1. Very attentive.
2. Good; excellent in Seattle.
3. Very cooperative to no end. They keep us up to date on future announcements.
4. The local person here is very efficient.
5. Extremely satisfied with our salesperson.
6. Very efficient.
7. Great!
8. Person answered all my questions. Very helpful and informative.
9. Excellent. The same people have been around for a few years and they've been helpful and efficient.
10. No problems. One sales person for quite some time. Very satisfied.
11. On a scale of 1-10, a 5-6. They should call on more people at our company. They only speak to one person.
12. On a scale of 1-10, a 6-7.



3) **How satisfied are you with Courier as a company to deal with?**

Sales force:

13. Friendly; helpful.
14. Satisfied.
15. No problems. Efficient. We really haven't had any problems.
16. Very good; helpful.
17. 100% satisfied.
18. Very satisfied.
19. Very satisfied.
20. All right.
21. Excellent.
22. No problem.
23. Satisfied.
24. Satisfied.
25. On a scale of 1-10, an 8.



3) **How satisfied are you with Courier as a company to deal with?**

Company in general:

1. Satisfied in general.
2. Fairly responsive; seem to do what they say they'll do.
3. Extremely positive. Our clients are very happy. The systems are 40% more functional than IBM and cost less. Also, the Comserve is a great selling point (the #800).
4. Very satisfied.
5. Very satisfied.
6. Very satisfied.
7. No problems at all.
8. Service and equipment are good.
9. Since the change of the company, we're very satisfied. Courier claims there has been a significant change, but it must be internally. We're still satisfied.
10. No complaints; very happy.
11. Invoicing problems in the past, but that's minor administrative. Even with this problem, Courier worked things out with us pretty quickly.
12. On a scale of 1-10, a 2. Quality control stinks. Products aren't set up right when they get here. Poor maintenance. Company does not back up their product at all. Very dissatisfied.



3) **How satisfied are you with Courier as a company to deal with?**

Company in general:

13. Company switched hands. I'm not sure about satisfaction since I don't deal with them directly.
14. Satisfied.
15. Very good.
16. Had problems six months ago. Their sales people couldn't speak to their marketing people within their company. The problem did get resolved pretty quickly, so we were satisfied.
17. 100% satisfied.
18. Very satisfied.
19. Very satisfied.
20. Field engineering is our main concern. The company in general is good.
21. Very satisfied.
22. No problem.
23. Their ability or promise to match the IBM functions is the only problem I have with Courier.
24. Very satisfied.
25. On a scale of 1-10, a 7. We're not too wild about their software.



3) **How satisfied are you with Courier as a company to deal with?**

Delivery:

1. Delivery is on time and service is satisfactory.
2. On time.
3. Usually we get what we ask for in two days; the longest wait is two weeks.
4. Any purchasing agent is never satisfied. Courier is a lot better than some of the other vendors we use.
5. Fine overall; no real complaints.
6. A few problems with availability this past winter and early spring. They also had a small problem with their keyboards. However, they fixed it pretty quickly. We usually get what we ask for in 1-2 weeks.
7. Very quick. We had a rush order in and it arrived on time.
8. The equipment came on the due date, so delivery is fine. I don't deal with these people directly as far as purchasing, however. I don't see any problems.
9. Very good. Good response time and overall reliability.
10. On time. We recently had a large conversion and they were very helpful and effective.
11. Fine, always on time.
12. On a scale of 1-10, an 8. No delivery problems.



3) **How satisfied are you with Courier as a company to deal with?**

Delivery:

- 13. Pretty good. Product gets here on time.
- 14. Excellent! We get them on time or sooner.
- 15. Yes, excellent.
- 16. Very good delivery.
- 17. 100% satisfied.
- 18. Good. Some problems now. We've been waiting for some printers we ordered a while back.
- 19. Excellent.
- 20. Okay. They either deliver on time or before.
- 21. Always on time or prior due date delivery. Very satisfied.
- 22. Excellent.
- 23. Satisfied.
- 24. Very satisfied.
- 25. On a scale of 1-10, a 9.



4) **Does the Courier field service force maintain your terminals? Why or why not?**

1. Yes. We have one dedicated service person.
2. Yes.
3. Yes. Comserve: the #800 is great; all we do is call and they dispatch someone to our accounts.
4. No; in house. Our staff in-house is qualified and then it's more cost effective for us.
5. Not the PCs, but yes for the #3270's. There's a T&M contract; low failure rate.
6. Yes. We have a general maintenance contract.
7. Yes.
8. Yes. We have a contract.
9. Yes. They are the most capable. We are scattered remotely, so they can get to these areas very well. They perform a good job.
10. Yes. Large installed base; 800 in main office. they have a good handle on our needs; very responsive and reliable.
11. Yes. They handle this end well. We have a maintenance contract. Having the contract is cheaper for us.
12. No. Maintained in-house. Service is not adequate.



4) Does the Courier field service force maintain your terminals? Why or why not?

- 13. Yes. General agreement.
- 14. Yes.
- 15. Yes. They do a good job.
- 16. Yes. We're under warranty.
- 17. Yes. Convenience.
- 18. Yes. We're leasing.
- 19. Yes; under warranty.
- 20. Yes. Maintenance contract.
- 21. Yes. We lease and have a warranty.
- 22. Yes. We have a contract with them.
- 23. Yes. Three reasons: 1) vendor involvement in service; 2) availability of parts; 3) financial purposes (less costly).
- 24. Some local controllers and a printer are maintained. In-house personnel does the maintenance on the terminals. Most cost effective and we handle it better. They aren't the greatest.
- 25. Yes, what's under warranty. We have our own shop in-house.

(If No, go to Question 5.)



4A) If the Courier field service force does maintain your terminals, how satisfied are you with the service?

1. Very satisfied.
2. Very satisfied.
3. Very happy.
4. Satisfied.
5. Yes.
6. Very satisfied. Not too many problems.
7. Very satisfied.
8. We did have problems with an old model, but it's gone now. We receive adequate service.
9. Very good, very responsive.
10. Very satisfied.
11. Very satisfied.
12. (No)



4A) If the Courier field service force does maintain your terminals, how satisfied are you with the service?

13. Satisfied. Good response time.
14. Relatively satisfied. Their controllers need improvement.
15. Very satisfied.
16. Very satisfied. We just signed a contract with them for PCs.
17. 90% satisfaction. The 10% would probably be geared toward billing and response time.
18. We're satisfied.
19. Very satisfied.
20. The only problem I see is sometimes they lack responsiveness and the people they send here are not adequately trained.
21. Very satisfied.
22. More satisfied in the past. They reduced staffing, so their response time concerning service is not adequate.
23. Satisfied.
24. For controllers and printers, reasonably well satisfied.
25. Relatively satisfied.



4B) If the Courier field service force does maintain your terminals, do you intend to continue using them? Why or why not?

1. Yes. They lost out on the last bid to IBM, but we still plan on including them in the future.
2. Yes.
3. Yes.
4. Yes.
5. Yes. Satisfied.
6. Yes.
7. Yes.
8. Yes.
9. Yes.
10. Yes.
11. Yes. They handle it well. Cheaper.
12. (No)



4B) If the Courier field service force does maintain your terminals, do you intend to continue using them? Why or why not?

13. We have to go to bid, from lease to purchase. Courier is working on a maintenance agreement.
14. Yes. They can do the job cheaper and cover our geographical area.
15. Yes. They do a fine job.
16. Yes.
17. Yes. We're happy with them.
18. Yes. No problems.
19. Yes. They maintain their equipment well.
20. We've used them for 17 years. We're going to a competitive bid now. We're also considering third party maintenance.
21. Yes, definitely. Prompt; responsive.
22. Yes, unless their service gets worse.
23. Yes, as long as we have the contract.
24. Yes.
25. No. We are our own third party. Most cost effective to do all maintenance in-house after warranty ends.



5) **Do you intend to purchase more of the same or similar terminals from Courier? Why or why not?**

1. Yes. Satisfied.
2. Yes.
3. Yes, just purchased another 164 today. Half will be resold to clients and half will stay here. Very satisfied.
4. Yes. We have a contract with them.
5. Yes, because we're satisfied.
6. Yes, because we're satisfied with the product.
7. Tough question. Our company is moving to Atlanta, so it's hard to say. If it were up to me, I'd recommend Courier.
8. If I had to decide, I'd choose Courier. The city contracts things out, so there are bids. I'm not the decision maker, and everything is done on a bid basis.
9. Yes.
10. Yes. Service is good; good working relationship with Courier.
11. Yes. Good quality and service.
12. Stuck in some areas. We will review the #1778, as far as local areas. In the remote area, no choice financially.



5) **Do you intend to purchase more of the same or similar terminals from Courier? Why or why not?**

13. We're going to bid now. Unsure.
14. Yes. We'll purchase them because we need them. As one hires employees, they need terminals on their desks.
15. Yes. As we expand, I'm sure we'll continue to use Courier.
16. Yes. Expansion and overall satisfaction.
17. Yes. No reason not to.
18. Yes. We'll lease.
19. Yes. We're satisfied.
20. We currently have a price agreement. But again, our contract ends November 11. Competitive bid.
21. There is no need now. However, we would consider them in a competitive bid.
22. Master purchase agreement. They did not get the last bid. IBM won.
23. Limited plans at this time. The end of the contract with Courier is approaching. We are going to evaluate their technical capabilities as mentioned earlier (quest. #3).
24. Yes.
25. Yes; not exclusively. We'd like a variety. We'll probably go with IBM and the Harris line.



**5A) If not, do you intend to purchase more of a similar terminal from a competitor?
Why or why not?**



6) What type of terminals do you intend to use on any new networks? Intelligent terminals? Dumb terminals? Intend to use PCs for terminals? Please explain.

1. Dumb terminals. We'll use them only as dumb terminals.
2. Stay with dumb (#9000). We will buy a few PCs in the future.
3. We will purchase all products. As far as the intelligent terminals, we're going to Phoenix in September to see the "High Noon" product. On our remote clients, one out of three is an ITT with an emulation board.
4. Most are dumb terminals here at our firm. We have a few PCs. The dumb terminals are hooked up to our network.
5. PCs and #3270 devices. We are going to use Courier simply because they fill our needs. They have a good product.
6. Not going into a network situation. We'll probably purchase more PCs.
7. Don't know. The company is moving to Atlanta.
8. We're using dumb terminals and will probably continue to use them. We'll probably be using dumb terminals and we'll purchase more in the future.
9. We're putting in a new financial system, but the vendor is different. This system will be a network. We will expand with Courier in the future. We're very satisfied overall with Courier.
10. Dumb terminals.
11. #9000 series. Probably the same terminals we have (dumb terminals).
12. Depends on application. We'll use the best product for the most appropriate application. We have a broad mix.



6) What type of terminals do you intend to use on any new networks? Intelligent terminals? Dumb terminals? Intend to use PCs for terminals? Please explain.

13. Going to PCs. Not sure of the amount of terminals or the type.
14. As our requirements change we'll purchase the equipment that best suits our needs. [Regarding intelligent terminals]: Now you're speaking about the future and that's questionable.
15. All applications would afford us to utilize the dumb terminals.
16. We'll be using the same terminals (#9212, #9216) in the immediate future. Uncertain about any future activity or what it will entail.
17. Dumb terminals only.
18. #9291 dumb terminals. We may be purchasing or leasing the following PCs: 80286, 80386. I'm not part of that decision, so I'm uncertain.
19. Dumb terminals.
20. Dumb terminals.
21. Don't know yet.
22. All of the above.
23. Mix of all the aforementioned. Going into new areas. We will evaluate the ability and function of applications and which vendor meets our needs.
24. Intelligent terminals and PCs. We're not going with any more dumb terminals. We started to give the more sophisticated user the intelligent terminals and their old dumb terminals to the newer users.
25. All of the above. We have a couple LANs and some small networks.



7) Is your trend of terminal usage moving toward or away from the Courier product line? Please explain.

1. Trend toward Courier. Historically, we were an IBM shop. Courier has shown they can penetrate that market.
2. 100% toward Courier. Two reasons: 1) Do not like to mix OEM terminals (not more than one vendor); 2) Price; cheapest on the market and they do the job.
3. Yes, toward the Courier line. We have several clients and many remotes. Affords our clients the ability to network.
4. We buy more of the Courier than any other product. However, I wouldn't consider it a trend toward the product in our case. We simply purchase where there is a need.
5. They are parallel with our needs. Courier is a big supplier for the needs we have.
6. Toward the Courier line. Conversion from IBM to ITT, and price/performance.
7. Yes, toward the product line. I'm very pleased.
8. Probably toward. We're satisfied. But there's still the question of bids.
9. We are a victim of state contracts. I feel we will be purchasing their product line in the future.
10. Bulk of the new terminals are all IBM. We're going into a different area. Our ITT dumb terminal in the claims division is host-driven and we're not heavy in this area. We're going more toward our financial division which is PC-driven. Overall, we're going toward a financial thrust in this company.
11. I'd say toward the Courier line.
12. Away from the product line, because of general overall dissatisfaction.



7) Is your trend of terminal usage toward or away from the Courier product line? Please explain.

13. Away from Courier line currently, only because of the agreement. We're waiting to see what avenue to pursue in all areas of a purchase.
14. Depends on application and our business mode. We may move away. It really depends on what they offer. However, they are into intelligent products. It's merely a business decision, not a technical one.
15. Don't see any reason why we wouldn't use them. We are compatible with Courier at present.
16. Uncertain at this time. Currently I would say our situation is toward Courier.
17. I would say at this point, toward.
18. At one time they had their own protocol, but now they've changed. We're going with IBM compatibles now.
19. Right now, away. We'll probably continue to purchase just the dumb terminals.
20. We're not necessarily going away from Courier. However, we are getting more sophisticated. We are working currently on specific applications in the micro area, but doing this on a gradual basis.
21. Don't know yet.
22. Depends on success of the bid.
23. Hard to say at this point. Currently assessing future plans and needs.
24. Away. We were exclusive at one time, but we're going toward more sophisticated products. Courier is not the leading edge. We are looking at token ring.
25. It's really a constant, not necessarily toward or against.



8) **Based on your overall experience in dealing with Courier, would you buy other equipment from them? Why or why not?**

1. Unsure. Don't really know what they offer, but we would not buy the PCs; only because of the support, *not* because of the quality.
2. We would evaluate. They would still need to prove product. Good reputation and product. We would look at them hard because we've done business with them in the past.
3. Yes. IBM and ITT are the leading edge. AT&T has sales and service problems, so we dropped. We offer IBM/ITT. Eight out of ten choose ITT. Price/performance prime concern, and then quality. However, I feel the quality of ITT is better but there are still some people who wouldn't purchase anything but IBM.
4. Yes, because we are very satisfied.
5. Yes.
6. Yes, because we're satisfied.
7. Yes. The sales force is great, very efficient; price/performance. I would purchase for all the reasons I stated.
8. Yes.
9. Yes. Reliability; responsive. Changed things when we had any problems (i.e., compatibility with the controllers).
10. Yes. One manager in Germany insists on having Courier *only*. He won't accept anything else.
11. Sure. Overall satisfaction.
12. If I have to, I'll have to. My choice is against them, only because of the poor standing the company has with us.



8) Based on your overall experience in dealing with Courier, would you buy other equipment from them? Why or why not?

13. It depends on type of equipment. We use various vendors. Courier usually supplies us with the #3270.
14. Yes, but we purchase only terminals and controllers from them. We can get all of our other equipment cheaper.
15. Yes.
16. Yes, because we're satisfied.
17. Yes. Good product.
18. Sure.
19. Yes, if they have the equipment we need.
20. Yes. Again, the competitive bid situation. IBM has gotten more attentive and competitive. Courier is competitive financially.
21. Yes. We haven't had any problems.
22. Yes.
23. Yes.
24. Sure.
25. Yes.



- A. Are you familiar with the new Courier products which combine the capabilities of a terminal and an IBM-compatible PC? They are:**

**Courier PC/3270 Communicating Workstation
Courier 92G and 94 C/D Processing Terminals**

- 1. If not, how important is it to you that the capabilities of a terminal and a PC are available in the same unit?**
 5. Most applications, very important.
 7. Limited basis, it would be ideal.
 11. Not important at this time.
 16. Based on their present applications, the new products are not very important now. They're not right for our purposes now.
- 2. If yes, how do you feel about the product?**
 - a. Features**
 2. Boss found budget for six when he didn't have the money. Pleased with them; they do the job.
 14. Sounds good. One demo being installed; seeing is believing.
 18. It is beneficial to a few of the offices, especially for LAN usage. It would be overkill for some of the areas in the office; no need for the PC functions.
 19. Didn't see enough of an advantage to justify getting new terminals. They also have a new product coming out that Courier's product line may not be sophisticated enough to handle.
 24. It is a good extension of the 3270 but he doesn't feel that the industry is going that way. He doesn't feel they are right for a LAN. The XT bus architecture in a 286 machine is not the way to go. Everybody likes the AT bus architecture.
 - b. Price**
 14. Features are important, price expected to be flexible as in the past.
 18. Cheap LAN, instead of using PCs.
 24. Fair price.



B. For those who have heard of these products, and those who did not hear of the products,

Do you expect to purchase them? Why or why not?

- 5. Yes. Used 3270 on central system. Multipurpose system for users on the system!
- 7. Yes. Would like information on products. They are consolidating three centers into one and would like information.
- 11. No.
- 14. Don't know. Not many applications at this time. Maybe in the future.
- 16. No, not unless their applications change.
- 18. Suspect so. Don't know when. An inexpensive LAN.
- 19. No. Their present equipment satisfies their requirements.
- 24. Yes, a few. Some of the users using a dumb terminal like the little extras on the intelligent terminals.



C. Any other comments about these products?

- 2. Haven't had them that long; programmers fighting over terminals.
- 7. Would like information, would recommend.
- 11. Not aware of any purchases of intelligent terminals at this time.
- 14. Waiting to evaluate, use it for a while. Overall, Courier moving back to IBM compatible, hard to migrate in the past, changing focus to become more compatible, good for users.
- 16. Good point is that the information can be downloaded to the terminals and the reports can then be generated. There might be some problems: people need background in using a PC-type device; they also need experience in a report-type generator.
- 18. I think it's the right idea. Some people don't want a PC, but they're glad to have a terminal with a little bit of storage.
- 24. The terminal provides a quality picture. (He seems to be a bit skeptical, worried it might be a fad products and it might become obsolete too quickly.)

Thank you very much for your help!



DISCUSSIONS WITH COMPETITORS' FIELD SALESMEN
COMPETITOR RESPONDENTS

NO.	TITLE	COMPANY	STATE
1.	Sales Representative	Memorex/Telex	Connecticut
2.	Senior Sales Representative	Memorex/Telex	Virginia
3.	Sales Executive	Memorex/Telex	New Jersey
4.	Account Manager	Memorex/Telex	New York
5.	System Engineer	Memorex/Telex	North Carolina
6.	Senior Marketing Representative	Memorex/Telex	Texas
7.	Sales Representative	Memorex/Telex	Colorado
8.	Regional Director	Memorex/Telex	Georgia
9.	Account Executive	Lee Data	North Carolina
10.	Marketing Representative	Lee Data	Ohio
11.	Account Manager	Lee Data	Tennessee
12.	Sales Representative	Lee Data	Illinois
13.	Marketing Representative	Lee Data	Oklahoma
14.	Product Manager	Lee Data	Minnesota
15.	Sales Representative	Lee Data	Alabama
16.	Marketing Representative	Lee Data	Florida
17.	Marketing Representative	Lee Data	Georgia
18.	Sales Representative	Memorex/Telex	Texas



DETAILED RESPONSES

1. **What do you think of the features and quality of terminal products delivered by Courier? Memorex/Telex? Lee Data?**

1. **Courier/Lee Data:** Very effective competition for both companies (equivalent).

2. **Courier:** Problem not having IBM plug compatibility in the past. Now they have this so they're a little stronger.

Lee Data: Even less of a force. They have a zero presence in my area. I never see any of their equipment. Both companies are not major players.

3. **Courier/Lee Data:** Junk.

4. **Courier:** Fair.

Lee Data: Interesting features at a severe price; can't connect to IBM controller or network, can't co-exist with IBM.

5. **Courier/Lee Data:** Not familiar with either one. They change very often.

6. **Courier:** Don't know; haven't heard anything bad.

Lee Data: Inferior; behind technology, if you will.

7. **Courier:** Customers have told her they are unhappy with the Courier product.

Lee Data: No experience with this company; no information.

8. **Courier:** They aren't that strong, except for some small pockets in Florida. They weren't doing well until they went plug compatible a while back. I couldn't comment on the quality or features of either company, because we never run into them.

Lee Data: Do not run into them. Very minor player. Minute strength in reference to RBOC's.

9. **Courier:** Not a lot of continuity of accounts; not strong down here (North Carolina).

Memorex/Telex: Very cost competitive. Features are lacking, cost conscious, good product. In the Raleigh area, they're strong.



1. **What do you think of the features and quality of terminal products delivered by Courier? Memorex/Telex? Lee Data?**
10. **Courier/Memorex / Telex:** Fair for both companies.
11. **Courier:** Not too familiar with them.
Memorex/Telex: Compatible; seems like a good product. (The respondent was unaware that Memorex/Telex had merged; said he was familiar with Telex.)
12. **Courier:** Large piece of equipment.
Memorex/Telex: Basically the companies are equivalent. It essentially boils down to a price battle.
13. **Courier:** Don't know; don't see much.
Memorex/Telex: Fine product.
14. **Courier:** System product. Not large market across states; does alright. 3220 compatible.
Memorex/Telex: How is Telex/Memorex going to go? Question on their future endeavors.
15. **Courier/Memorex/Telex:** Don't deal directly with either of these companies, so I really could not say.
16. **Courier:** Nothing negative about the company.
Memorex/Telex: Good quality products.
17. **Courier:** Don't know enough about their product line.
Memorex/Telex: Telex has a good product.
18. **Courier:** Some success knocking them off. System compatible vs. plug. Software change throws off the whole network. #9000 series is better.
Lee Data: Some fancy stuff. Locked into older technology.



2. **How hard is it to sell against Courier? Memorex/Telex? Lee Data?**

1. **Courier/Lee Data:** Average for both companies. Nothing spectacular. For example, it's not like going up against a company like IBM.
2. **Courier/Lee Data:** Not even a factor in our market. I never see either company in this area (Virginia).
3. **Courier/Lee Data:** Pricing competitive.
4. **Courier:** Lead with price not functionality, they have to deal with that.
Lee Data: Becoming easier.
5. **Courier/Lee Data:** Not hard at all for either company.
6. **Courier/Lee Data:** Don't run into these companies. Replacing a lot of Lee products with my customers.
7. **Courier/Lee Data:** The competition is always rough. It always boils down to a price battle.
8. **Courier/Lee Data:** Not hard at all.
9. **Courier:** Don't run into them that much.
Memorex/Telex: Competitive dollarwise. I sell against them by feature niche.
10. **Courier/Memorex/Telex:** If one has smart customers, then usually selling isn't that rough.



2. **How hard is it to sell against Courier? Memorex/Telex? Lee Data?**
11. **Courier/Memorex/Telex:** Compete with them, but I don't have a problem winning against them. I don't run into Courier as often.
12. **Courier:** Not very difficult.
Memorex/Telex: A little harder than Courier.
13. **Courier:** Don't know.
Memorex/Telex: Depends on locations. They are strong in some areas and weak in others.
14. **Courier:** Do quite well. Enough advantage that they can compete.
Memorex/Telex: In the past, struggling with "me too" plug-compatible pricing issue was big.
15. **Courier/Memorex/Telex:** Medium/hard sell for both companies.
16. **Courier/Memorex/Telex:** Tough, pricing, competitive for both companies.
17. **Courier/Memorex/Telex:** Often, they did not make the list, so to speak. I've never had to contract or put a proposal up against those companies. Usually I run up against IBM or Harris.
18. **Courier:** Price big advantage; they are cheaper.
Lee Data: Never run up against them.



3. **How good are the field service forces of Courier? Memorex/Telex? Lee Data?**

1. **Courier/Lee Data:** Can't beat IBM on service. Depends what products are coming out and when. It's like a window. During a timeframe, one company might come up with a desirable feature and corner the market for that time. Then another company, shortly thereafter, may do the same.
2. **Courier/Lee Data:** I haven't heard anything positive or negative about either. My partner had been with the competition, but I'm uncertain which company.
3. **Courier/Lee Data:** Both companies are adequate.
4. **Courier/Lee Data:** Solid.
5. **Courier/Lee Data:** Not too good, in strength and locations. As far as their abilities, I wouldn't know.
6. Opinions heard from my clients: **Courier:** Adequate; **Lee Data:** Very poor.
7. **Courier/Lee Data:** No information to form an answer.
8. **Courier:** It's like selling against a third-party maintenance company, due to their having a sister company (i.e., a hardware and software side).
Lee Data: A "no brainer."
9. **Courier:** Not strong in this area.
Memorex/Telex: Manufacturing facility in the Raleigh area. It's the quantity of people. For example, Courier may have two people in the Raleigh area, whereas Memorex/Telex could have 30.
10. **Courier/Memorex/Telex:** Both companies are very good. Memorex/Telex has a leading edge.



3. **How good are the field service forces of Courier? Memorex/Telex? Lee Data?**
11. **Courier:** Don't know.
Memorex/Telex: Service area: I've heard they have problems with their response time.
12. **Courier/Memorex/Telex:** Don't know; never really ran into one of them.
13. **Courier/Memorex/Telex:** That's the point. They have some good service people and not so good. It depends on the location.
14. **Courier:** No idea. Seems to be adequate, no real words for or against.
Memorex/Telex: Service is excellent on the West Coast, lacking in the East, adequate in the Midwest.
15. **Courier/Memorex/Telex:** I really don't run into these companies so I really can't say.
16. **Courier:** Don't know enough to give definite answer. Haven't heard anything bad.
Memorex/Telex: Top notch.
17. **Courier/Memorex/Telex:** Sufficient for both companies. I know one person (service rep) from each company. They like quality people. Also, service people are governed by their own company policy, service policy and that of the company.
18. **Courier:** Pretty strong, local service people.
Lee Data: Don't know, not in the area. They fly in people for service.



4. **What is your opinion of how these companies do business? (Integrity, keep schedules, etc.)**
1. **Courier/Lee Data:** There is quality at both companies; no clear delineation. We have people here from both Courier and Harris and they are excellent.
2. **Courier/Lee Data:** Don't have an opinion only because there is zero presence down here.
3. **Courier/Lee Data:** Not impressed with either company.
4. **Courier:** Fair.
Lee Data: Integrity not an issue.
5. **Courier/Lee Data:** They're not really competition. As far as their integrity, etc., I wouldn't know. They simply aren't strong competition.
6. **Courier/Lee Data:** Could not say. I never run into them.
7. **Courier/Lee Data:** No information to form an answer.
8. **Courier/Lee Data:** No opinion; I really don't know.
9. **Courier/Memorex/Telex:** Never run into them. This question should be posted to users. I don't have any relationship with them.
10. **Courier/Memorex/Telex:** Good for both companies.



4. **What is your opinion of how these companies do business? (Integrity, keep schedules, etc.)**
11. **Courier:** Don't know; haven't heard anything.
Memorex/Telex: Service problems, as indicated.
12. **Courier/Memorex/Telex:** Both companies seem to be straightforward and honest.
13. **Courier/Memorex/Telex:** Don't know any salesmen.
14. **Courier:** Do not run into them a lot. No real view; no negative, no pointing fingers.
Memorex/Telex: Finger pointing, not as ethical. May be part of merger. Memorex themselves was good competition.
15. **Courier/Memorex/Telex:** Adequate for both companies.
16. **Courier/Memorex/Telex:** Don't really know them. This is a "customer" oriented question. I never heard anything negative.
17. **Courier/Memorex/Telex:** Fine integrity for both companies. I haven't heard anything bad about them (i.e., complaints from clients) and their delivery seems good.
18. **Courier:** Big accounts in the area. Service, future technology weak, not willing to share where company going. Big trouble if it didn't merge with Alcatel.
Lee Data: No experience.



5. In general, what do you think is the future of the terminal market?

1. The terminal market will go up and then down.
2. Moving to intelligent terminals from PCs.
3. Stagnant; will level off. The 3270 market is leveling off now and will continue to do so.
4. Move to intelligent products. Need full line that will co-exist with IBM, token ring and Netmaster networks.
5. It will grow, but it will grow slower.
6. Growth in printers and controllers.
7. Remain steady; going toward PCs.
8. The industry is flat.
9. I wish I knew. It's changing.
10. More intelligence.



5. In general, what do you think is the future of the terminal market?
11. There will always be a market. The intelligent and dumb terminals will always be needed.
12. They will become cheaper and more competitive.
13. Merging the terminal to a PC. Industry is headed toward workstations.
14. Going through changes. PCs and LAN competition taking off. Need for 3270 on low end; many changes on high end.
15. Market will stay about the same.
16. Still pretty strong. Key is more features in the future or terminals will determine what companies will succeed.
17. The industry is leaning toward intelligent workstations with local processing capabilities. It's going away from dumb terminals and there is large growth.
18. #3270 growing at decreasing rate. PC and LAN terminal market will level off in the next 24 months. Need new features, intelligent, good for sophisticated user.



6. **What do you think will happen to these terminal vendors in the next few years? (Products sold, success, etc.) Courier? Memorex/Telex? Lee Data?**

1. **Courier/Lee Data:** The marketplace will be steady. The market share won't increase significantly for either of these companies.

2. **Courier:** Interesting past. They've been up and down. Small niche in the marketplace with the 3270.

Lee Data: Same as Courier, but they have much less presence and strength, at least in my area.

3. **Courier:** They will maintain their small market and possibly in the future be bought up by a larger company.

Lee Data: Probably they'll be out of business in 12-24 months.

4. **Courier:** Stuck at the low end with 3191 replacements, featuring price only, with shrinking margins. Lack of market share to survive.

Lee Data: Have some trouble with system compatible concept; should have to ask network managers to give up IBM, Token and Netview, to function without IBM involvement.

5. **Courier/Lee Data:** Both companies will be successful, but they will never be as large as us. There is enough business out there for them to succeed.

6. **Courier:** Tough time also. I heard they have been sold off again. This is one of those small companies that will be bought and sold again and again.

Lee Data: Very difficult time of it, more so than Courier.

7. **Courier/Lee Data:** I have no idea.

8. **Courier:** This company is rapidly approaching death! Their pricing of hardware is higher.

Lee Data: This company is dead.

9. **Courier/Memorex/Telex:** I wish I knew! It appears Courier might not have been as aggressive as it could have been. Courier does not have the edge obviously that Memorex/Telex has, or as IBM.



6. **What do you think will happen to these terminal vendors in the next few years? (Products sold, success, etc.) Courier? Memorex/Telex? Lee Data?**
10. **Courier:** Fall by the wayside
Memorex/Telex: More of an edge than Courier.
11. **Courier:** Don't know; no opinion.
Memorex/Telex: I assume they will decline in their sales since they merged.
12. **Courier/Memorex/Telex:** Products will change for all involved. Financially, I couldn't say what will happen to these companies.
13. **Courier/Memorex/Telex:** Even growth or moderate growth. Nothing spectacular.
14. **Courier:** Probably maintain market position with Alcatel. More compatible with 94CD vs. systems products, more of a stance needs to be developed.
Memorex/Telex: Expecting something to happen. Strong base, continues to give IBM a run on plug side.
15. **Courier:** This company will stay the same.
Memorex/Telex: This company will go up a little bit.
16. **Courier:** Don't know. I know they're not doing much to enhance their sales force.
Memorex/Telex: Strong product, sales force. Leading edge. New customer base. Aware of what markets are available and they really know these companies. Also, they are starting to offer solutions.
17. **Courier/Memorex/Telex:** Both companies will probably get bigger and bigger. Each has the resources and clout and will more than likely be a formidable part of the market.
18. **Courier:** Still around, if merger sticks. Need to make money.
Lee Data: Don't know.



7. **Do you feel that competition from PCs used as terminals is significant, now and for the future? How do you handle it?**

1. Now: no; future: yes. Depends on the user.
2. We market PCs. Moving toward intelligent terminals. We also sell the same, so I don't see any competition.
3. Yes. I sell our company support and maintenance as part of the deal.
4. Absolutely. Full line of PC compatibles with communications capabilities.
5. Yes. We sell them what they need. We have any product they could get from the competition.
6. Yes. We sell PCs.
7. Sure. More advanced products will be offered; the PCs will be utilized as terminals and all try to fit a niche.
8. Yes. We sell excellent products.
9. Absolutely. PC pricing is coming down. We try to find a niche that utilizes our features. We have API which helps us find a market. The companies have different features for their products.
10. Yes. We try and sell similar products.



7. **Do you feel that competition from PCs used as terminals is significant, now and for the future? How do you handle it?**
11. Yes. They will get into some type of LAN. We have the equipment they need, controllers and converters.
12. Clearly. The key is the specific application for the least money.
13. Yes. Help the customer understand why they shouldn't just buy the terminal, but they should have a PC upgrade or PC with future abilities.
14. Yes, definitely a contender. Look at what they can do, through a controller or LAN, announced two months ago a stand on an entry level into intelligent devices market.
15. Sure is. We sell that product.
16. Yes. Offer products that are competitive. Our forte. We have a niche market and acknowledge the needs of market and individual company. We offer solutions.
17. Absolutely! We have products that fit in, and we are expanding this line.
18. Yes. Dumb will always be needed to some extent; dumb terminals' cheaper service issues easier on dumb. Two PC units to merge and expansion plans to cover this area. NASA has 350 PCs, working well.



APPENDIX

QUESTIONNAIRE FOR CUSTOMERS

INTRODUCTION STATEMENT

Hello, my name is _____ and I am with INPUT, an international consulting firm.

We are performing an evaluation of the market attitude toward Courier, and they have given us your name as a user of their terminals.

Please be assured that your comments will not be associated with your name. In addition, since we have been given many more names than we intend to call, they will not even know that you have been contacted.

The conversation will take about ten minutes. Is this a good time? If not, when?

- 1) Do you use Courier terminals as part of one of your networks?
- 1A) Approximately how many terminals do you have connected?
- 2) How satisfied are you with the terminals you are using? Please discuss briefly.
- 3) How satisfied are you with Courier as a company to deal with?

Sales force:

Company in general:

Delivery:

- 4) Does the Courier field service force maintain your terminals? Why or why not?
- 4A) If the Courier field service force does maintain your terminals, how satisfied are you with the service?
- 4B) If the Courier field service force does maintain your terminals, do you intend to continue using them? Why or why not?
- 5) Do you intend to purchase more of the same or similar terminals from Courier? Why or why not?
- 5A) If not, do you intend to purchase more of a similar terminal from a competitor? Why or why not?
- 6) What type of terminals do you intend to use on any new networks? Intelligent terminals? Dumb terminals? Intend to use PCs for terminals? Please explain.
- 7) Is your trend of terminal usage moving toward or away from the Courier product line? Please explain.
- 8) Based on your overall experience in dealing with Courier, would you buy other equipment from them? Why or why not?



- A. Are you familiar with the new Courier products which combine the capabilities of a terminal and an IBM-compatible PC? They are:

Courier PC/3270 Communicating Workstation
Courier 92G and 94 C/D Processing Terminals

1. If not, how important is it to you that the capabilities of a terminal and a PC are available in the same unit?
2. If yes, how do you feel about the product?
 - a. Features
 - b. Price
- B. For those who have heard of these products, and those who did not hear of the products,
Do you expect to purchase them? Why or why not?
- C. Any other comments about these products?

Thank you very much for your help!



QUESTIONNAIRE FOR COMPETITORS' PRODUCT MANAGERS AND FIELD SALESMEN

Hello, my name is _____, and I am with INPUT, an international consulting firm.

We are performing an evaluation of the market attitude toward several terminal manufacturers, as seen by professionals in the marketplace, and would like to get your opinions.

The interview will take about ten minutes. We will send you a summary of results.

Your name will be held confidential.

Is this a good time? If not, when?

The terminal manufacturers we are interested in are:

**NOTE TO INTERVIEWER: DO NOT READ THE NAME OF THE FIRM
YOU ARE INTERVIEWING.**

Courier
Memorex/Telex
Lee Data



1. What do you think of the features and quality of terminal products delivered by Courier? Memorex/Telex? Lee Data?
2. How hard is it to sell against Courier? Memorex/Telex? Lee Data?
3. How good are the field service forces of Courier? Memorex/Telex? Lee Data?
4. What is your opinion of how these companies do business? (Integrity, keep schedules, etc.)
5. In general, what do you think is the future of the terminal market?
6. What do you think will happen to these terminal vendors in the next few years? (Products sold, success, etc.) Courier? Memorex/Telex? Lee Data?
7. Do you feel that competition from PCs used as terminals is significant, now and for the future? How do you handle it?

